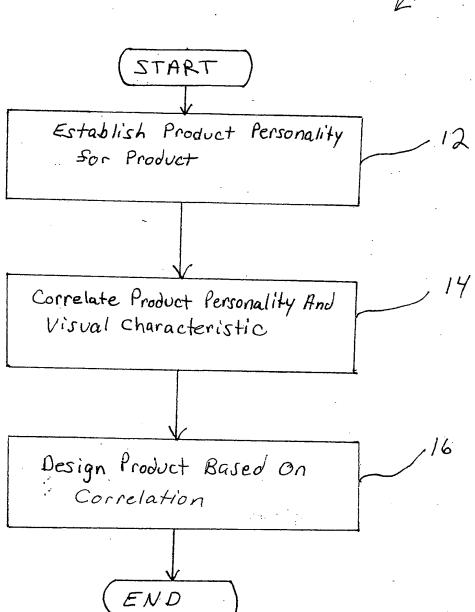
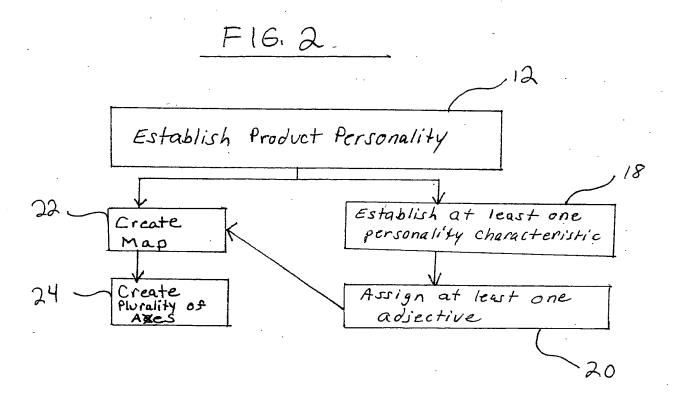
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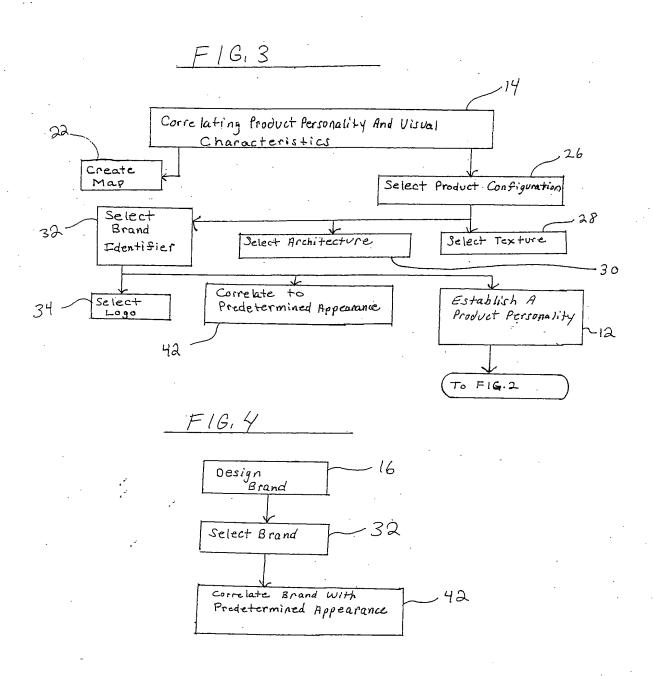


FIG. 5

Establish Desired Brand Personality For Product Line

Mapping Customer Perception of Brand Personalities

Correlate Visual Characteristics of Brand

Personalities to Desired Brand

Determine Visual Characteristics

of Desired Brand

Design Product Appearance in Response to

Visual Characteristics of Desired Brand

58

F16.6

Assian Desired Pe	irsonality Adjectives to Brand	7 -60
	Topicontes , o sia s	
	7.72	
Associate Plurality of	Images And a Plurality of	1-62
Personality Traits to 6	ienerate an Association	
		-
Correlating Associati	on With Adjectives] , u
9	-Adjective Profile	64
		1
	·	
Create Brand Visual	Characteristic By Plotting	7-66
	a Perceptual Map	
Abstract Design Fro	0/-4 - 1.0 - 1	 7
HOSTIGET -ESTAN 110	m MOF and Profile	1 -68

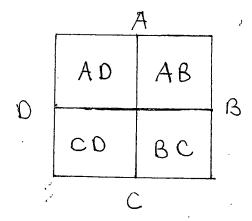
1st Appliance

Product Personality

Visual Characteristic

2nd Appliance
Product Personality
Visual characteristic

FIG. 8



F16.9

Extroverted

AD AB

Thinking CD BC

Introverted

F16.10

· A	В	C	D
Reliable	Accessible	Reliable	Elegant
Friendly	Classic	classic	Dynamic
Practical	Reasonable	Practical	Creative

F1G, [[

Extroverted	Thinking	Introverted	Feeling
Image	Image 2	Image 3	. ,
Image 2		I mage 4	Image 4